

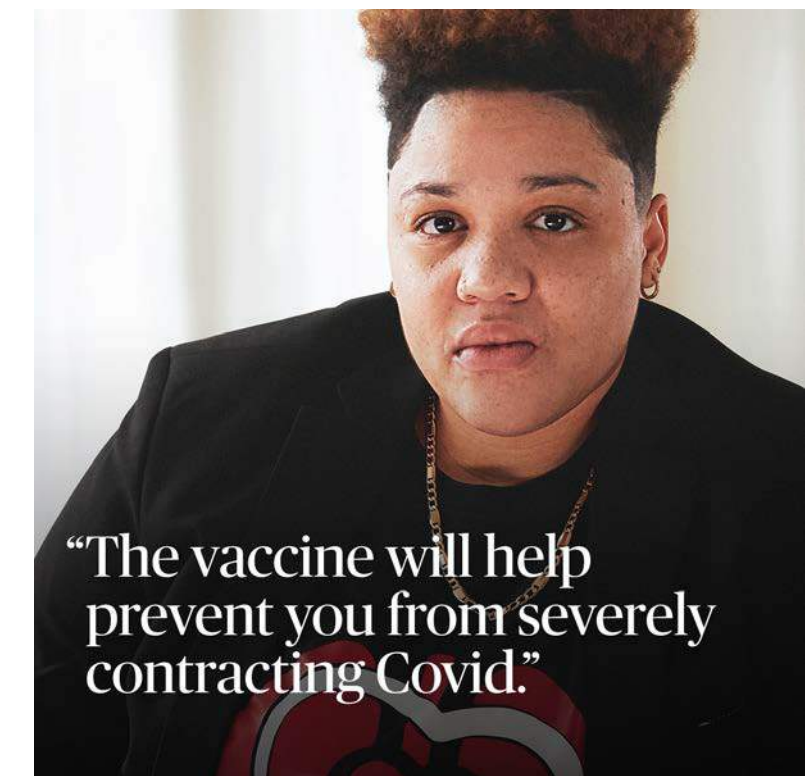
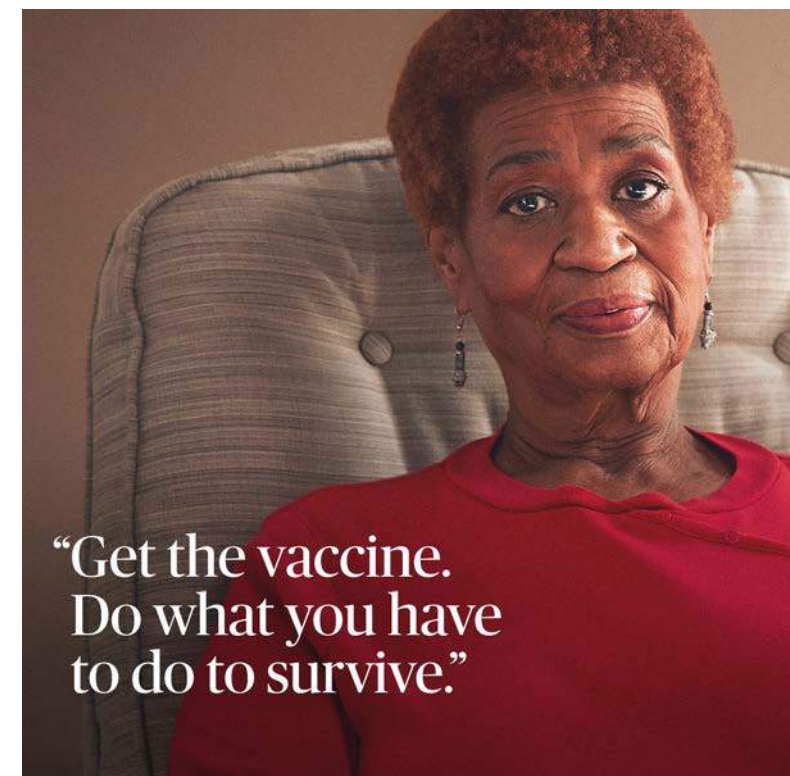
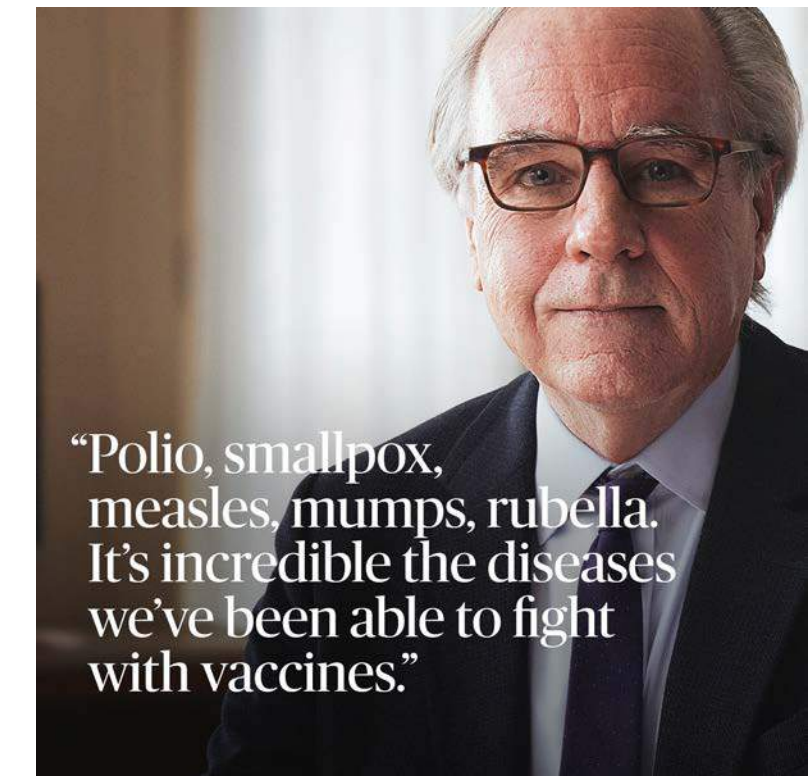


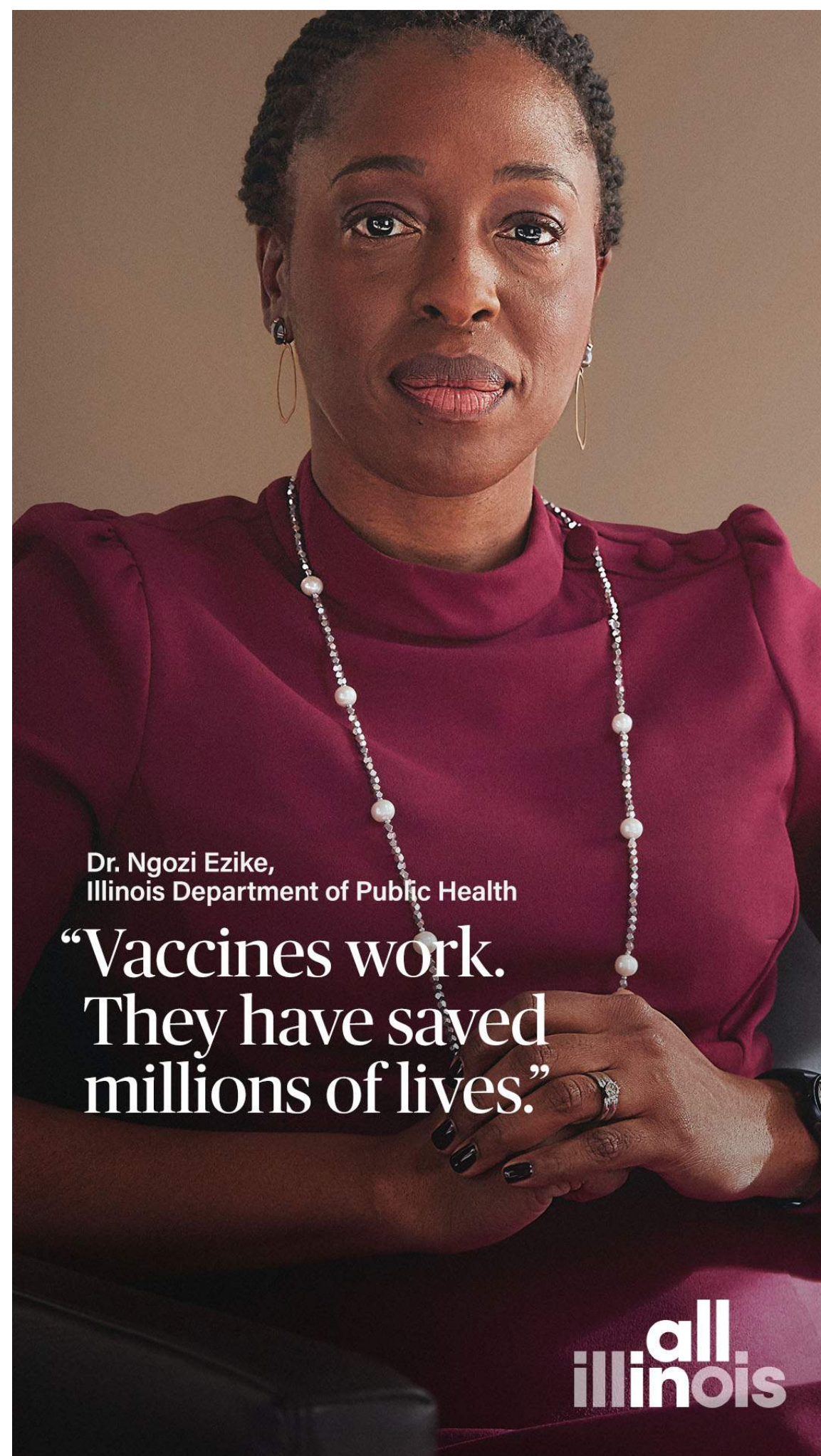
all
illinois

campaign idea

Real Illinoisans. Real Covid Stories.

Across Illinois, from Covid survivors to frontline workers, these are the real stories of heartache and inspiration to remind us why getting the vaccine is so important. Find inspiration as they share their personal experiences with Covid and their hopes for the future.





Meet Dr. Ngozi Ezike

Dr. Ngozi Ezike is the director of the Illinois Department of Health.

She has heard from countless Illinoisans and believes the vaccine one of the best ways to protect ourselves.

Share her story

Social Graphic

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Social Graphic (Sp)

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Hear her perspective

Dr. Ngozi Ezike: The Best Way

Dr. Ezike shares why she thinks vaccines are the best protection against the virus and her hopes for putting Covid behind us.

[Download Video: 16:9 Widescreen, 4:5 Social, Audio](#)

Dr. Ngozi Ezike: Encouraging Everyone

Dr. Ezike encourages us to take advantage of the positive, life-saving effects of the vaccine.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Dr. Ngozi Ezike: Encouraging Everyone

Dr. Ezike encourages us to take advantage of the vaccine.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Dr. Ngozi Ezike: Save Many Lives (Sp)

Dr. Ezike addresses doubts people have about the vaccine and why its effectiveness means it can save lives.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Dr. Ngozi Ezike: End to the Pandemic (Sp)

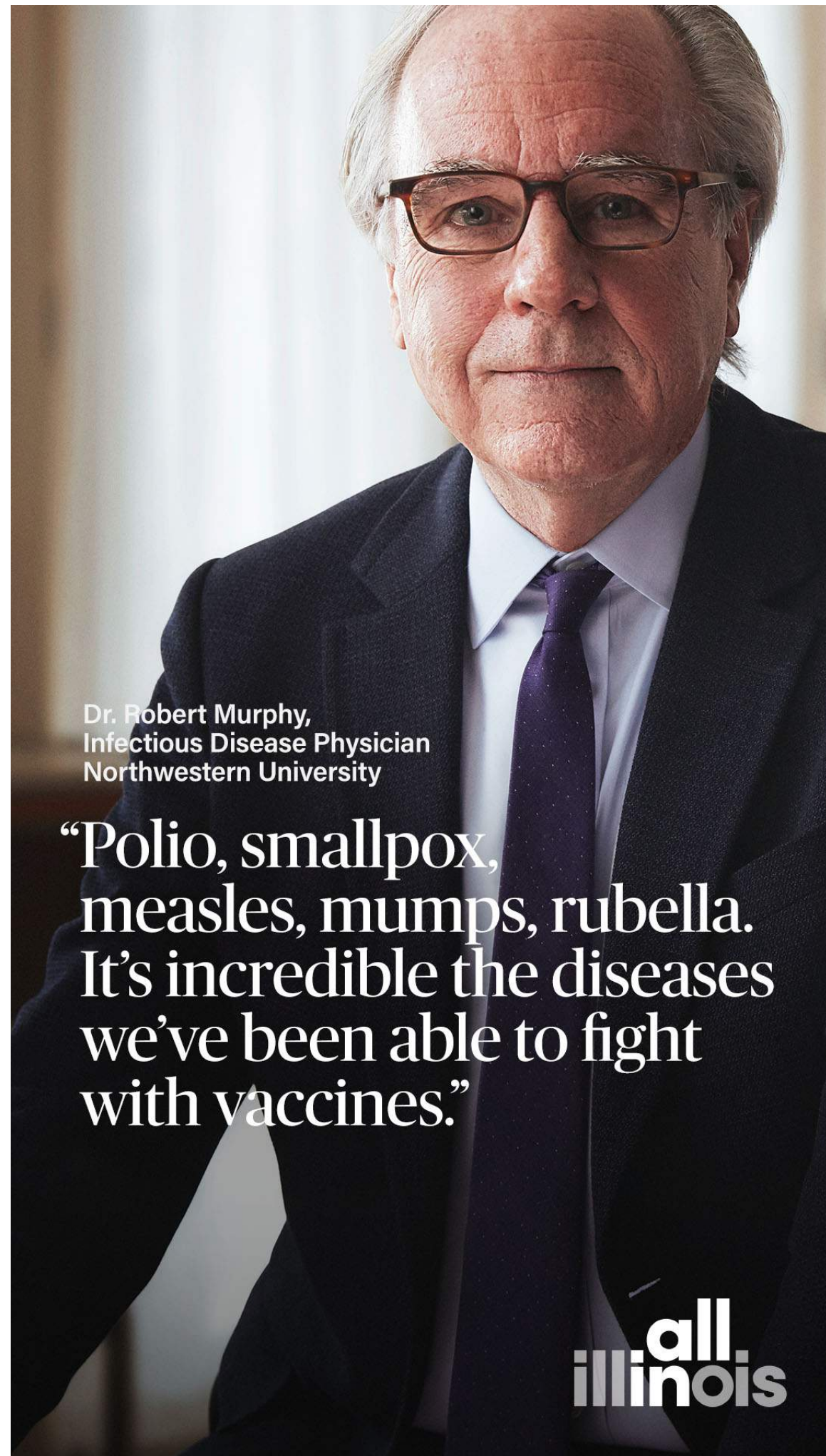
Dr. Ezike spells out how important getting vaccinated is to ending the pandemic.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Dr. Ngozi Ezike: Give My Mom a Hug (Sp)

Dr. Ezike shares what she's most looking forward to doing and why we shouldn't doubt the vaccine's effectiveness.

[Download Video: 16:9 Widescreen, 4:5 Social, Audio](#)



Meet Dr. Robert Murphy

Dr. Robert Murphy is an infectious disease physician at Northwestern and is the executive director for the Institute for Global Health.

He believes we can end the pandemic if we work together and get vaccinated.

Share his story

Social Graphic

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Hear his perspective

Dr. Robert Murphy: Large Trials

Dr. Murphy outlines the remarkable nature of the Covid vaccine trials and why it's important we all get vaccinated.

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Dr. Robert Murphy: Because of Vaccines

Dr. Murphy relays the effectiveness of vaccines at preventing disease and why it's important we all get vaccinated.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Dr. Robert Murphy: Very Important

Dr. Murphy calls on all who are able to get the vaccine.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)



Meet Dr. Marina Del Rios

Dr. Marina Del Rios is an emergency physician at the University of Illinois Hospital who has been on the frontlines treating Covid patients since the start of the pandemic.

Share her story

Social Graphic

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Social Graphic (Sp)

[Download Image 1:1](#)[Download Image 9:16](#)[Download Image 16:9](#)

Hear her perspective

Dr. Del Rios: Eficaz (Sp)

Dr. Marina Del Rios speaks about the efficacy of the Covid vaccine and why it was important to set a good example and get vaccinated.

[Download Video: 16:9 Widescreen, Audio](#)

Dr. Del Rios: Normalidad (Sp)

Dr. Marina Del Rios talks about how the Covid vaccine's efficacy can help us return to normal.

[Download Video: 16:9 Widescreen](#)

Dr. Del Rios: As a Human Being (Sp)

Dr. Del Rios shares how getting vaccinated helps protect those most at risk in our community.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical, Audio](#)

Dr. Del Rios: Recommended (Sp)

Dr. Del Rios assures us of the Covid vaccine's efficacy and its role in ending the pandemic.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Dr. Del Rios: Doing Our Part (Sp)

Dr. Del Rios reminds us that we can return to normal once we get vaccinated.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)



Meet Bonnie Blue

Bonnie Blue is 68 and has severe asthma, but that didn't stop her from being one of the first vaccine trial participants in Illinois.

She's sharing her experience so that others, especially in Black and brown communities, will feel comfortable getting the vaccine.

Share her story

Social Graphic

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Hear her perspective

Bonnie Blue: War Chest

Bonnie Blue explains why she volunteered to be the first Illinoisan to get the Covid vaccine and urges others to do the same.

[Download Video: 16:9 Widescreen, Audio](#)

Bonnie Blue: More Mature Person

Bonnie Blue tells us how her unique health circumstances put her at greater risk and led her to volunteer for the vaccine trials.

[Download Video: 16:9 Widescreen, 4:5 Social](#)

Bonnie Blue: Never Died Before

Bonnie Blue reminds us that just because we haven't gotten sick, it doesn't mean we won't, and why we should get vaccinated.

[Download Video: 16:9 Widescreen, 4:5 Social](#)

Bonnie Blue: Still Had My Mask On

Bonnie Blue explains why she still wears her mask around others even after getting vaccinated.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Bonnie Blue: Fight to Survive

Bonnie Blue urges us all to do what we have to do to survive.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)



Meet Erica Lopez

Erica Lopez lost both of her parents to Covid over the holidays.

She's sharing her story so no one else has to go through what she did.

Share her story

Social Graphic

[Download Image 1:1](#)[Download Image 9:16](#)[Download Image 16:9](#)

Social Graphic (Sp)

[Download Image 1:1](#)[Download Image 9:16](#)[Download Image 16:9](#)

Hear her perspective

Erika Lopez: Families

Erica Lopez discusses losing both her parents to Covid and what the vaccine means to families like hers.

[Download Video: 16:9 Widescreen](#)

Erika Lopez: Surviving this virus

Erica Lopez discusses how the vaccine can help her survive Covid-19.

[Download Video: 16:9 Widescreen](#)

Erika Lopez: I miss my old life

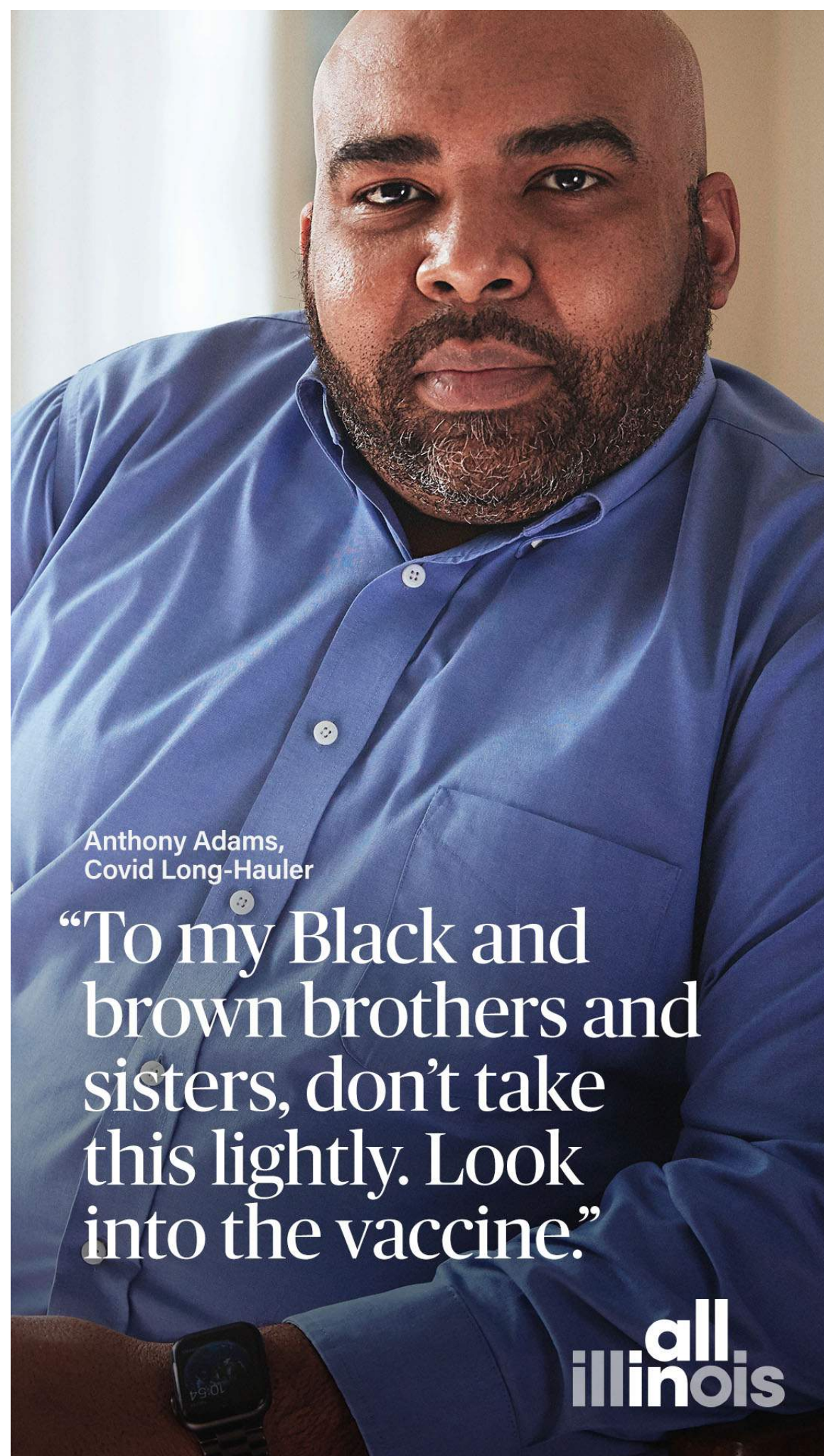
Erica Lopez recalls the parties and time with friends and family that she misses before the pandemic.

[Download Video: 16:9 Widescreen](#)

Erika Lopez: It's not worth your life

Erica Lopez shares what the virus has taken from her and reminds us that it's not worth losing your life.

[Download Video: 16:9 Widescreen, 4:5 Social](#)



“To my Black and brown brothers and sisters, don’t take this lightly. Look into the vaccine.”

Meet Anthony Adams

Anthony Adams is a Covid survivor who spent three weeks in the hospital.

His worst fear, his mother contracting Covid, is now a reality that he must face head on.

Share his story

Social Graphic

[Download Image 1:1](#)[Download Image 9:16](#)[Download Image 16:9](#)

Hear his perspective

Anthony Adams: Serious

Anthony Adams recounts being in the ICU, dealing with Covid long-term, and why getting the vaccine is worth it.

[Download Video: 16:9 Widescreen](#)

Anthony Adams: Rough

Anthony Adams recounts being in the ICU and the toll Covid has taken on his long-term health.

[Download 30-sec Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)[Download 15-sec Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Anthony Adams: You Gave It to Me

Anthony Adams shares what it was like to transmit Covid to his mother and the emotional impact of her hospitalization.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Anthony Adams: 50/50 Chance

Anthony Adams recalls what it was like to hear the doctor tell him he had a 50/50 chance of surviving Covid.

[Download 15-sec Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)[Download 6-sec Video: 16:9 Widescreen](#)

Anthony Adams: Worth It

Anthony Adams tells us how his experience with Covid taught him that the vaccine is worth it.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)



Meet Julie Sparks

Julie Sparks is a Covid survivor, caregiver to her 78-year-old mother and contact tracer.

She cares deeply for the people she calls at her job.

Share her story

Social Graphic

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Hear her perspective

Julie Sparks: Make a Difference

Julie Sparks highlights how each action we take during a pandemic can have a significant impact.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Julie Sparks: Back to Living Life

Julie Sparks talks about the vaccine's role in getting us back to living life like we used to.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Julie Sparks: Precautions

Julie Sparks discusses how, despite taking precautions, she still contracted Covid and why the vaccine can end the pandemic.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Julie Sparks: Hope We All Need

Julie Sparks touches on what she misses most about life pre-pandemic and the hope the vaccine represents.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)



Meet Ericka Looper

Ericka Looper is a respiratory therapist who works with Covid long-haulers.

Her patients, even after getting over the initial effects of the virus, continue to deal with lung problems.

Share her story

Social Graphic

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Hear her perspective

Ericka Looper: Bedside

Ericka Looper describes working closely with Covid patients and the tragedies she witnessed during every shift.

[Download 30-sec Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Ericka Looper: Superpowers

Ericka Looper explains why being vaccinated against Covid is like having superpowers.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical, Audio](#)

Ericka Looper: Asymptomatic

Ericka Looper reminds us that even though we may be asymptomatic, we could still get others severely ill.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Ericka Looper: Hope

Ericka Looper shares her hopes for the vaccine and how it'll help us get together again.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Ericka Looper: Choose the Vaccination

Ericka Looper tells us why we should choose getting the vaccine over getting Covid

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)

Ericka Looper: Effectiveness of the Vaccine

Ericka Looper outlines what exactly the vaccine is meant to protect us from.

[Download Video: 16:9 Widescreen, 4:5 Social, 9:16 Vertical](#)



Meet The Ross Family

The Ross Family Judd, Shawna, and their 16-year-old son all had Covid at the same time, with their son having the worst case.

They're sharing their story to encourage young people to take the virus seriously.

Share her story

Social Graphic

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[Download Image 16:9](#)

Share his story

Social Graphic

[Download Image 1:1](#)

[Download Image 9:16](#)

[Download Image 16:9](#)



Hear Their Perspective

Ross Family: Back to everyday things

Ross family tells us that to get back to our daily activities we'll have to get vaccinated.

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Ross Family: Life before the pandemic

Ross family reminds us of the freedom we had before the pandemic.

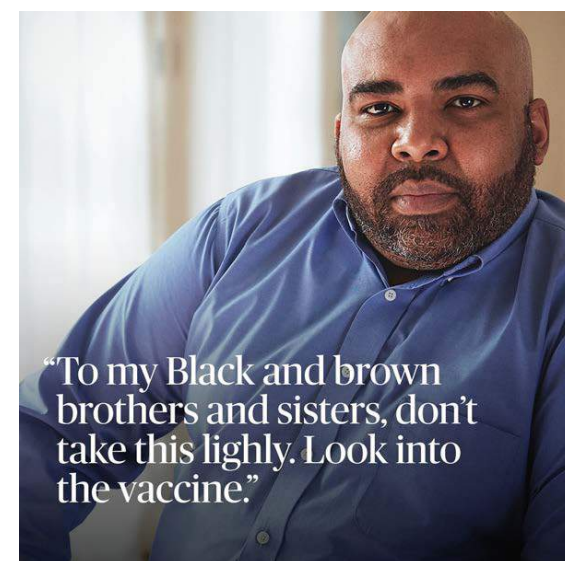
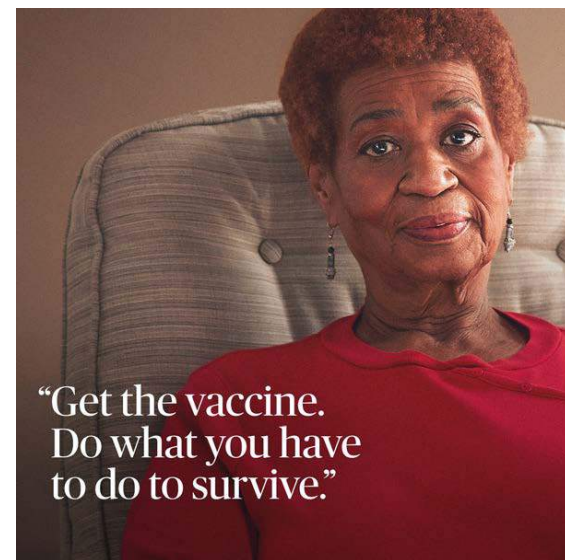
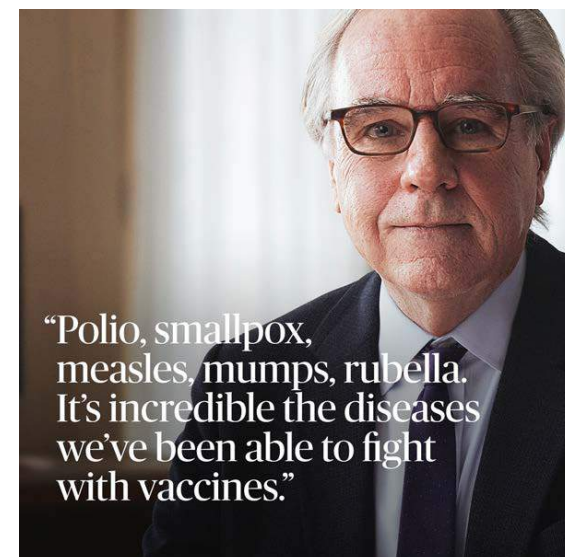
[Download Video: 16:9 Widescreen](#)

Ross Family: Take it seriously

Ross family discusses the severity of the virus.

[Download Video: 16:9 Widescreen](#)

Real Illinoisans. Real Covid Stories.



Hear their perspective

Dr. Murphy & Dr. Ezike: Incredible

Dr. Murphy & Dr. Ezike discuss the impact that the vaccine makes in helping save lives from Covid-19.

[Download Video: 16:9 Widescreen](#)

Dr. Del Rios & Dr. Ezike: Salvar Muchas Vidas (SP)

Dr. Del Rios & Dr. Ezike talk about how effective the vaccine is.

[Download Video: 16:9 Widescreen](#)

Julie Sparks & Erica Lopez: Hope

Julie & Erica talk about what the vaccine means to them and how it's a tool that will get us back to normal.

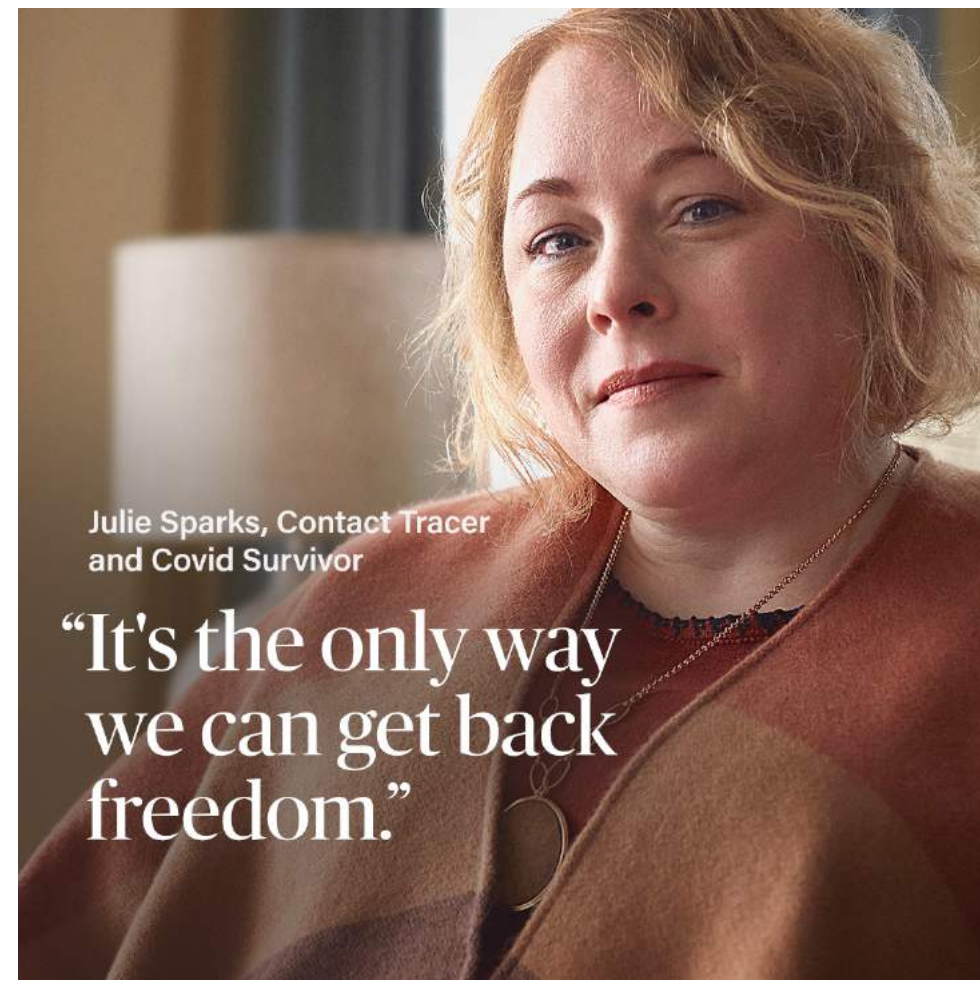
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Anthony Adams & Ericka Looper: Covid Patients

Anthony & Ericka share their experience with Covid and remind us why it's worth getting vaccinated.

[Download Video: 16:9 Widescreen](#)

social assets: static carousel



F2

F3

F4

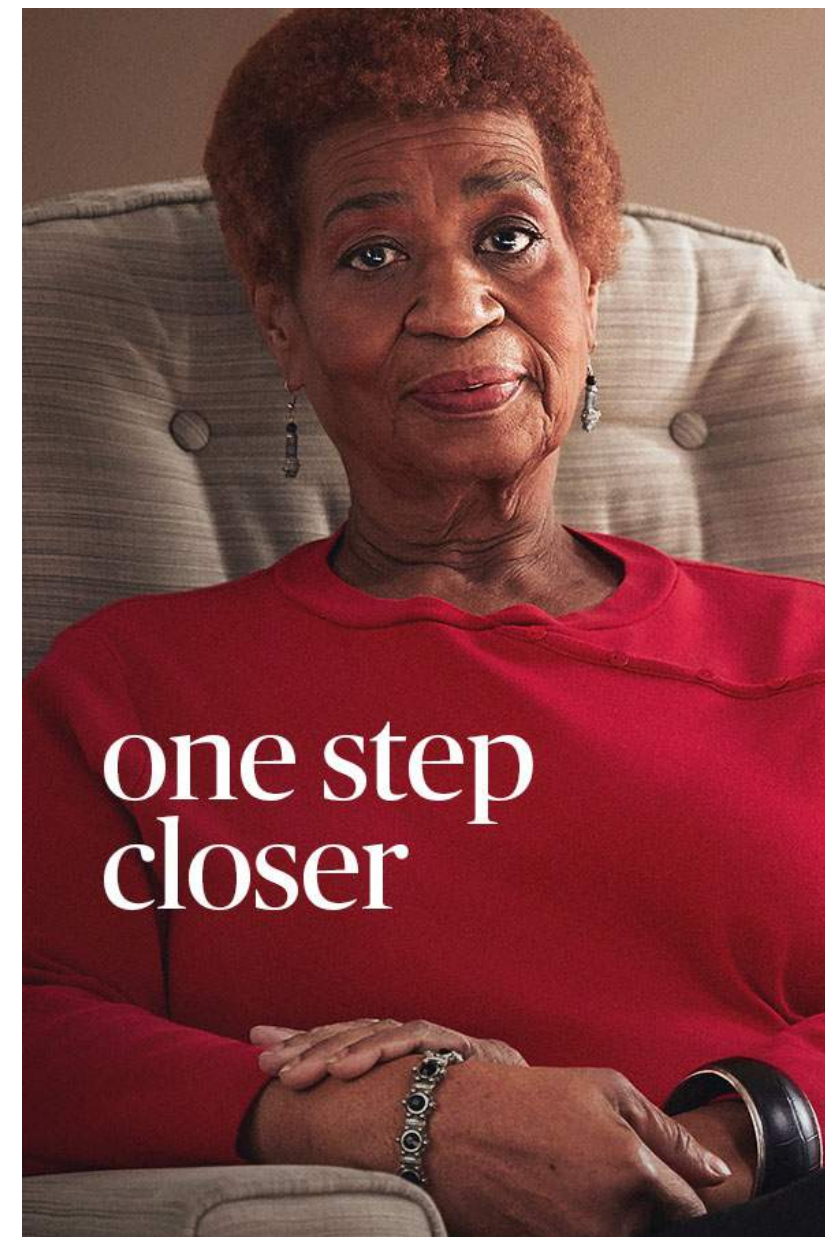
Post Copy: These are real people and their real Covid stories. While their experiences have been difficult, they remain hopeful for the future because of the vaccine. It will help bring us back to normal. Learn more about the vaccine at coronavirus.illinois.gov.

[Download](#)

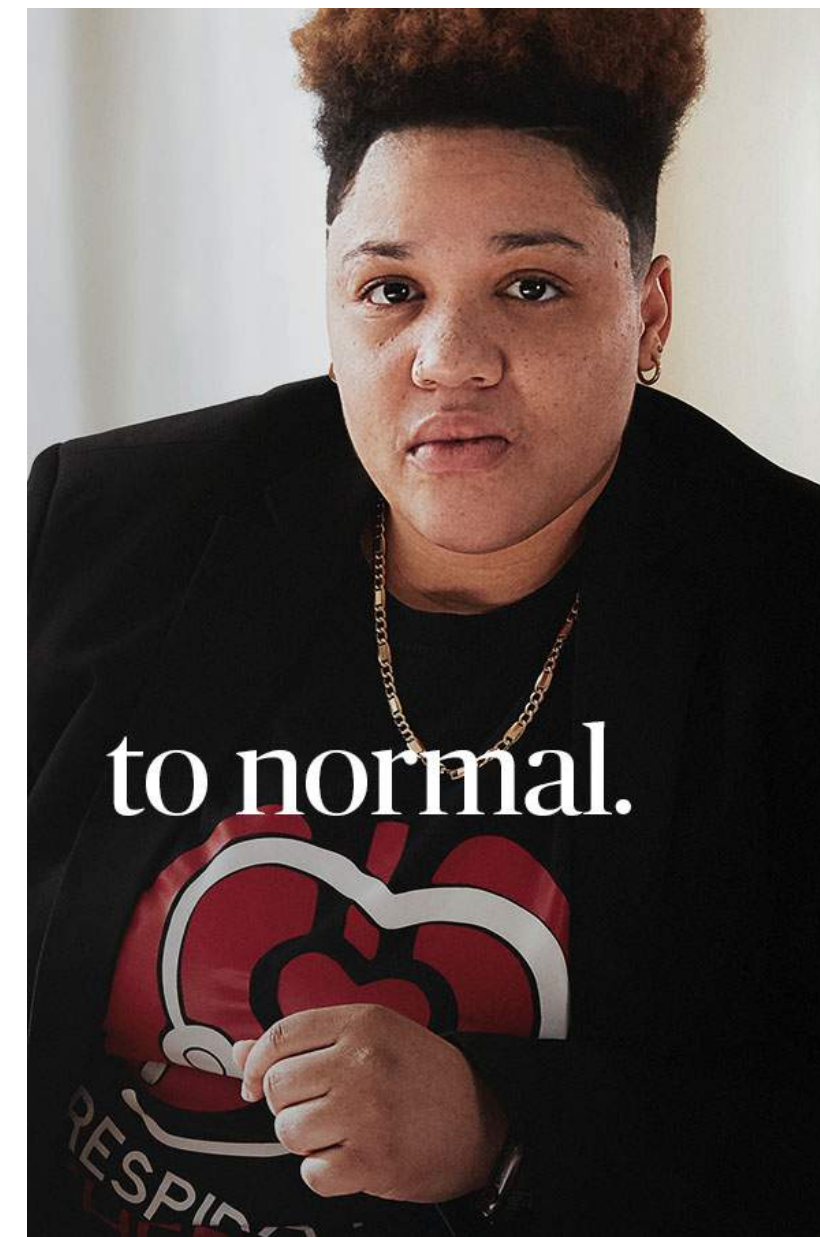
social assets: static carousel



F1



F2



F3



F4



F5

Post Copy: These are some of the real faces behind Covid in Illinois. Personally or professionally, they've all been deeply affected by the virus. But, they see hope on the horizon and urge all of us to go all in and get the vaccine. Learn more about the vaccine at coronavirus.illinois.gov.

[Download](#)

social assets: static carousel



F1



F2



F3

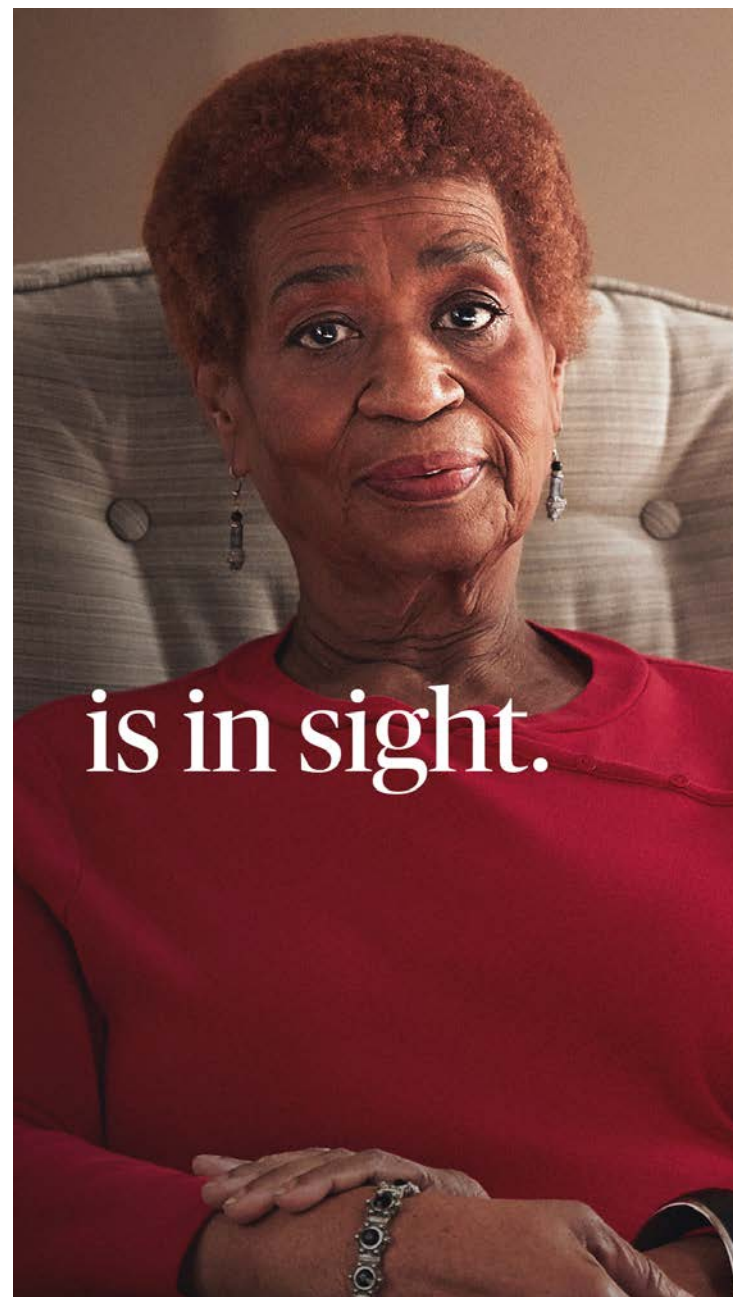
Post Copy: Estas son personas reales y sus historias sobre COVID son historias reales. Aunque algunas de sus experiencias han sido difíciles, mantienen su esperanza para un mejor futuro gracias a la vacuna. Obtenga más información sobre la vacuna en coronavirus.illinois.gov.

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social assets: two word stories - video



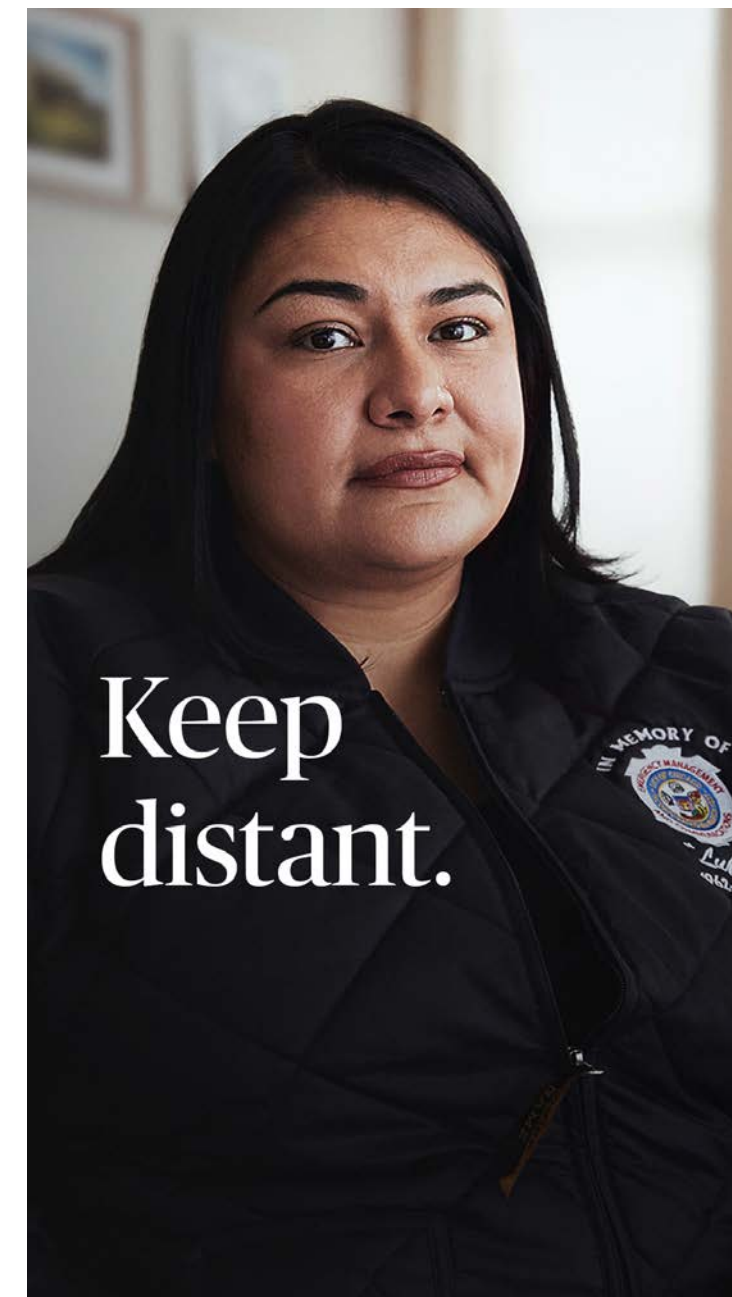
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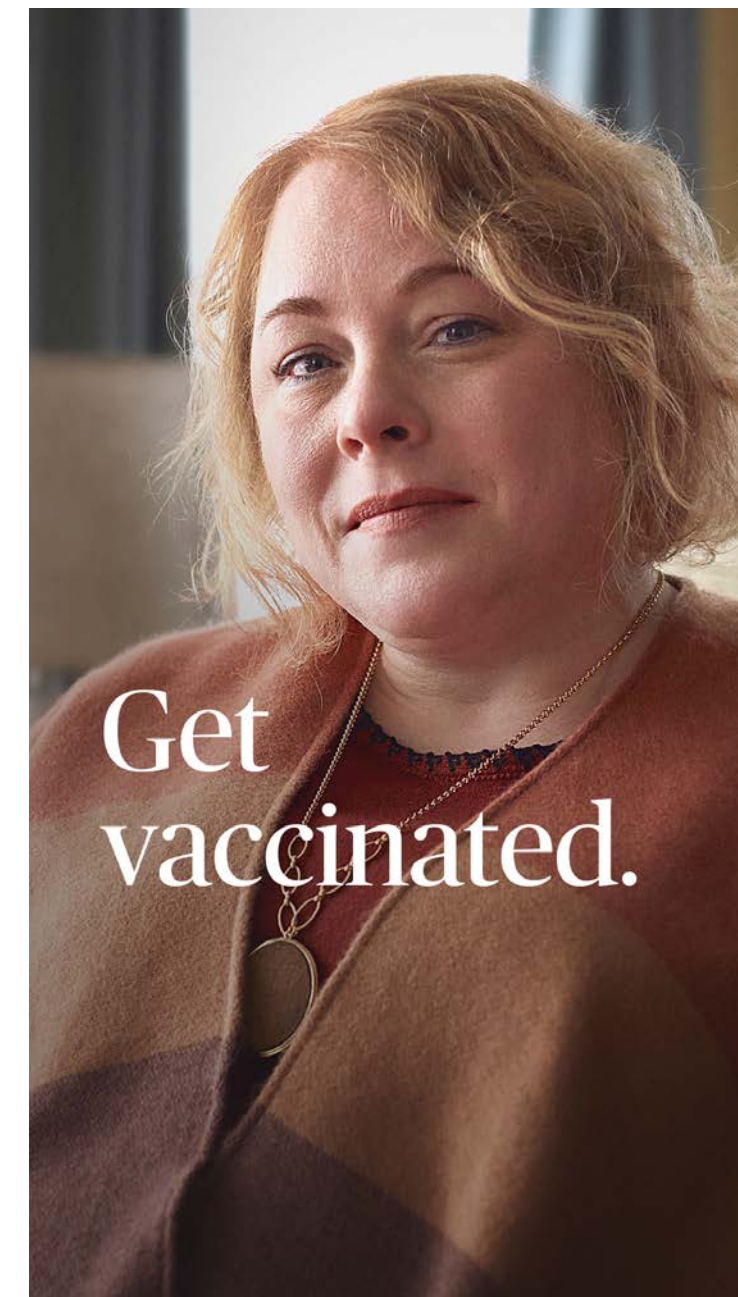
F2



F3



F4



F5



F5

Post Copy: The Covid vaccine is rolling out across Illinois. It's effective and it can help us get back to normal. Learn more about the vaccine at coronavirus.illinois.gov

[Download \(EN\) 9:16](#)
[Download \(EN\) 2:3](#)
[Download \(SP\) 9:16](#)
[Download \(SP\) 2:3](#)

educational resources

Guide to getting vaccinated in Illinois

Your guide to getting vaccinated in Illinois



The COVID-19 vaccines are effective tools to protect you from the virus and help end this pandemic.

After months of ensuring those at greater risk are protected, all residents age 16 and up are eligible to get vaccinated, beginning April 12. Those in a priority group — including frontline essential workers, seniors and those with high-risk conditions or disabilities — will continue to be prioritized and eligible to get the vaccine.

Benefits

The COVID-19 vaccines are a critical part of ending this pandemic. Growing availability of vaccines means we can help protect ourselves, slow the spread of the virus and save as many lives as possible.

Who is eligible?

While the number of doses is limited, vaccines will be prioritized for people with the greatest risk. And as more vaccine becomes available, more people will become eligible. To find out if you qualify for a vaccine before it becomes widely available to all residents 16 and older, visit coronavirus.illinois.gov or call our toll free hotline at 833-621-1284.

How to make an appointment

Vaccines are currently available by appointment only at more than 900 locations across the state. Find a provider and more information at coronavirus.illinois.gov. To make an appointment by phone, call our toll free hotline at 833-621-1284.

Effective protection is here



Prevention

The most important benefit of vaccination is to help prevent you from getting sick with COVID-19.



Protection

Vaccines go through rigorous testing to prove their protection, and all three authorized vaccines were 100% effective at preventing death and hospitalization from COVID-19.



End the pandemic

Vaccines are how we end this pandemic. Once enough of us have been vaccinated and build immunity, we can get back to our pre-COVID routines.

[Download EN](#)
[Download SP](#)

How to talk about the Covid-19 vaccine

How to talk about the COVID-19 vaccine



As a local health department, healthcare provider, or community leader, you are no doubt fielding countless questions about the COVID-19 vaccines. Here's a quick overview on how to address some of those questions.

Why should you get vaccinated?

Vaccines are proven to protect you from getting sick.

The vaccines help your body build protection, which will help it fight against COVID-19 if you are exposed to it.

Getting the vaccine will help bring us back to our daily lives.

Once enough of us have been vaccinated and build immunity, we can get back to our pre-COVID routines and end this pandemic.

Important reminders

Focus on personal benefits.

It's most impactful to focus on how the vaccine will have an impact in an individual's life rather than talking about how it helps the broader community. You can even share a personal story if you have one.

Vaccines are free for all eligible Illinoisans.

Your insurance or state government may be billed a vaccine administration fee, but there are NO out of pocket costs.

You may experience side effects, and that's normal.

They show your body has recognized the vaccine and is building protection, which means the vaccine is working. Just like the flu shot, they should go away in a day or two.

Continue to follow safety precautions.

Vaccines work with your immune system so your body will be ready to fight if you are exposed to the virus. Until people have been vaccinated, you should still mask up, practice social distancing and wash your hands to protect others.

Don't use scientific jargon.

Mentioning science or the government bodies that are involved in the approval process can be ineffective, according to research. Keep it simple.

Avoid trying to counter vaccine myths.

Proactively addressing misinformation with science-focused corrections can be counterproductive. Instead, focus on the effectiveness of vaccines.

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educational resources

Q. I have diabetes.
Can I get the vaccine?



Post Copy: #ICYMI: Illinois is now in Phase 1B+ of vaccine administration, which includes people with high-risk conditions like cancer, heart disease and diabetes. Learn more about who's eligible to get the vaccine at coronavirus.illinois.gov #allinillinois

[Download](#)

Q. How is Illinois ensuring
vaccines are distributed
quickly and equitably now
that everyone is eligible?



Post Copy: #ICYMI: All Illinoisans 16 years and older can now receive the vaccine. 🙌

[Download](#)

Q. I've been vaccinated. What
social activities can I do now?



Post Copy: #ICYMI: New health guidelines for people who've been vaccinated allow for some return to normal life. Learn more. 📌

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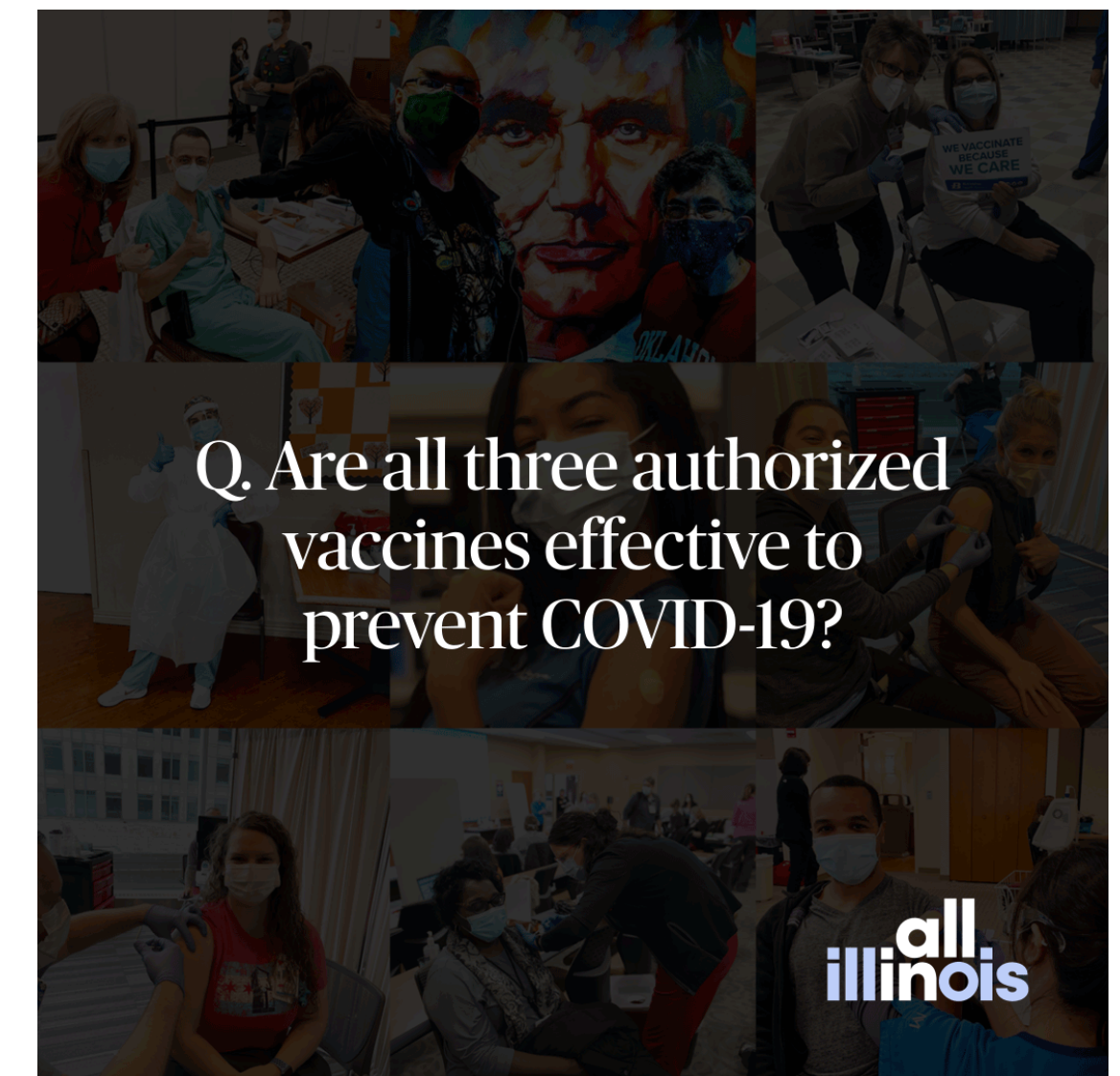
educational resources



Post Copy: #ICYMI: Vaccines are a critical part of ending this pandemic, even for those who've already had COVID-19.

[Download](#)


Post Copy: #ICYMI: The COVID-19 vaccine is free for everyone in the U.S.

[Download](#)


Post Copy: #ICYMI: The Johnson & Johnson vaccine is now being given all across Illinois — meaning we have three highly effective vaccines to help protect ourselves from COVID-19, end the pandemic and return to our daily lives. #allinillinois

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educational resources

Hope is here.



[Download Video](#)

What to expect



[Download Video](#)

graphic assets

Publico Banner Roman

“Vaccines get us out of this mess. My kid deserves life without Covid-19.”

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support colors

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